

Manitoba Exhibitors Protest Tax



By JAY L. SMITH

On Thursday evening, October 7th, the Avenue Theatre, Toronto, embarked on a new policy of selected first-run productions from the studios of the world. As the first theatre operated by Famous Players Canadian Corporation to be converted into an Art Theatre, it was appropriate that the first film to be presented on the Avenue screen under this new policy, should be an all-Canadian production. The picture chosen was "Tit Coq", produced and directed by the brilliant young French-Canadian, Gratien Gelinas, better known to thousands in the province of Quebec, as 'Fridolin', who also starred in the production.

Presented under the auspices of the Canadian Film Institute, and under the distinguished patronage of the Lieutenant-Governors of Ontario and Quebec, the Avenue premiere of "Tit Coq" was a brilliant affair, with close to 500 prominent figures in Canadian business, social and cultural life in attendance. The premiere was given national coverage by the Canadian Press, and over the national network of the CBC, as well as being televised over the CBC Television Network.

The Avenue engagement is the first for the French-Canadian film outside the province of Quebec, and is only the first of a number of engagements planned for the picture over the Famous Players circuit. The film was financed entirely by Canadians, and cost approximately \$87,000 to produce. Whether the picture will show a monetary profit to its producers depends entirely upon its reception by moviegoers across the Dominion, and in the foreign markets. But even if it does not make its backers

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Plan Rally and March Nov. 1 To Eliminate Amusement Tax

The Manitoba Motion Picture Exhibitors Association's Amusement Tax Committee have called on all Manitoba Exhibitors to attend an Amusement Tax Rally and March to the Legislative Buildings on November 1.

Famous Building In Red Deer

Famous Players will build a 1,000-seat theatre in Red Deer, Alta., with construction to get under way this fall. The modern house will have a frontage of 90

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Ben Sommers, in announcing the Rally and March, said: "There are many small exhibitors here who are on the verge of bankruptcy, due to the local recession caused by crop conditions, as well as TV in greater Winnipeg and southern Manitoba (American telecasts) — their only salvation is possibly to

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Columbia Profits Sky-Rocket From \$2,149,000 To \$8,381,000

Harry Cohn, President of Columbia Pictures Corp., last week issued the formal report to shareholders on the company's operations for the 52 weeks ended June 26th, 1954. Net profits before taxes for the period covered, totalled \$8,381,000, compared with \$2,149,000 for the previous year. After taxes, net profits for the 52-week period came to \$3,595,000 in comparison with \$942,000 the year before. Earnings per share of common stock

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JACK LABOW
(See Page 3)

Gottlieb Sets Coplan As Managing Director

David Coplan, formerly United Artists Managing Director and Odeon board member in the United Kingdom, and one-time Canadian general manager for United Artists, has joined Canadian Film Indus-

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Canadian Admissions Drop— Receipts Up \$2,038,012 In 53

According to figures released recently by the Dominion Bureau of Statistics, admissions to 1906 regular standard theatres in Canada during 1953 totalled 241,182,726, compared to 247,732,717 admissions to 1843 regular standard theatres in 1952. Thus, despite an increase of 63 theatres in 1953, attendance dropped off over six and one-half millions. The drop in attendance was confined to three provinces—Ontario, where admissions were down 6,540,749; Quebec, where they were down 3,145,235; and Newfoundland, where there was a de-

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15TH ANNUAL DIGEST SHOWMANSHIP CONTEST WINNERS

1st—**BOB HARVEY**
Capitol, North Bay

2nd—**NICKY LANGSTON**
Odeon Capitol, Hamilton

3rd—**JOHN McKIM**
Odeon, Ladysmith

Special Award
JACQUES MARTIN
Odeon Mercier, Montreal

Shopping Centre Theatre Opens

The Golden Mile Theatre officially opened on Thursday, Oct. 14th at 7 p.m.

Located in the Golden Mile Plaza, at Eglinton Ave. East, and Victoria Park Ave., Toronto, the theatre will be operated by Principal Investments Limited, owners of the Golden Mile Plaza.

The 1,000-seat Golden Mile Theatre is Canada's newest and

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Maritime Exhibitors Meet In Saint John

Theatre men from all over the Maritimes gathered in Saint John on Wednesday of last week for the annual meeting of the Pioneers and Allied Exhibitors; also to attend the VistaVision demonstration

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WILL McLAUGHLIN AND CHARLES STEPHENSON WILL BE HONORED AT THE PIONEER OF THE YEAR AWARD DINNER TO JACK ARTHUR, NOV. 25, KING EDWARD HOTEL.

On the Beam

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rich overnight, the picture serves to let the peoples outside of Quebec see one facade of Canadian life that in most instances is completely foreign to Anglo-Canadians and the people of other countries.

Recently there has been agitation from certain quarters for a Canadian Film Industry, production-wise, that is, with even the suggestion made that the Canadian Government freeze the revenue of the U.S. distributors in Canada, in order to finance such Canadian production. Such a plan could only evolve into something along the lines of the late, but not-lamented British Film Quota, which was attempted in England, with the purpose in mind of building up the British Film Industry, but which instead almost dealt a death-blow to British film production.

Canada has grown in stature over the past 15 years, to where it now ranks 4th in World Trade. Investment funds in Canadian Industry have poured into the country from the U.S., Great Britain, and Continental Europe in the billions, because foreign investors knew that Canada was a nation growing strong on the principles of free enterprise, and a minimum of government controls and interference. The Canadian dollar is one of the strongest currencies in the entire world, being at a premium in respect to the U.S. dollar, and far superior to the pound sterling as a medium of exchange.

Start interfering with the status quo of Canadian business enterprise, by freezing the funds of American distributors to subsidize Canadian film production, and this would be just the first step towards the decline and fall of the Canadian investment market, as foreign investors the world over would start to withdraw their funds for fear they, too, would be frozen to satisfy some nationalistic scheme.

Today the productions of the National Film Board, financed by the Canadian taxpayers, have won awards the world over in a number of film festivals, while many feature productions by American companies, filmed in Canada because of story content, such as Universal's "Saskatchewan", 20th-Fox's "River of No Return", 20th-Fox's "Niagara", Paramount's "North West Mounted Police", WB's "I Confess", U.A.'s "Operation Manhunt" recently completed and soon to have its world premiere at the Princess Theatre, Montreal, have been highly successful

not only in Canada, but throughout the world, as well.

The American producing companies are astute enough to know that when a scenario has a Canadian background, it frequently pays to shoot at least the exteriors in Canada for the sake of realism, but to tie-up their revenue from Canadian distribution in order to force them to produce in Canada, is as backward a step as could be taken by a progressive nation today.

Out of every dollar the American distributors earn in Canada, by far the greater part remains in Canada in the form of taxes, advertising, wages, rents, and general distribution expenses. Let us not be greedy, for none of us are too old to remember from our childhood days, the fable of the man who killed the goose that laid the golden eggs.

Photo-Engravers Dividend Basis

Photo Engravers & Electrotypers Ltd. advises that its dividend payments are now on a semi-annual basis of \$1 a share. The latest dividend at that rate was paid on Sept. 1 and \$1 a share was paid on March 1.

Heretofore, the company had paid \$1.25 a share in March and 75 cents a share in September.

Nickel Show

William Farrah, owner of the suburban Strand, Ottawa, Ontario, has set up 10 A.M. matinees for kids with cartoon shows and five cent admissions. Candy and popcorn prices stay at adult rates, however.

Gus Ryder Speaks At Industry Affair

The luncheon for champions held last week to honor the Distribution team, winners in the Motion Picture Baseball League had as its guest speaker a maker of champions, Gus Ryder.

Monty Hall who introduced Gus Ryder to the assembled guests, stated, "his work is close to our hearts and especially to our industry because of his work with crippled children in which Variety Village is so actively engaged in."

"Pride in being a Canadian," said Gus Ryder, "influenced his decision to go ahead with Marilyn Bell's swim across Lake Ontario." His message to Canada's newest idol before she jumped into the icy waters of Lake Ontario were: "you are carrying the torch for Canadian youth."

Gus Ryder also had a message for the winning team and the other guests assembled. Said Ryder: "We must make our kids believe in sports for sports' sake alone," a message that the entire gathering heartily endorsed with loud applause. Len Bishop, in his inimitable way, said thank you, to Gus Ryder for being present.

Trophies were presented to the winning team, the top batter and the most valuable player of the season before Mr. Ryder spoke. Bert Brown acted as Master of Ceremonies and Andy Rouse got a mental thank you from all those present for an excellent dinner and smooth sailing arrangements.

BOOKER

Booker required by large 16mm distributor—the man we require should eventually be able to assume complete charge of our department staff, follow-up, etc.

BOX P, CANADIAN MOVING
PICTURE DIGEST
21 Dundas Square, Toronto



SASKATCHEWAN EXHIBITORS MEET

Left to right: F. W. Folkner, Tisdale, Sask.; H. Gunn, Regina, Sask.; W. Pyle, Rock Glen, Sask.; D. W. Hood, Hudson Bay, Sask.; H. Humphries, Grenfell, Sask.; C. Marshal, North Battleford, Sask.; S. Gunn, Winnipeg, Man.; A. M. Crawford, Watrous, Sask.; His Worship, Mayor Hammond, Regina, Sask.; D. Armstrong, White-wood, Sask.; J. Lundholm, Swift Current, Sask.; I. Reinhorn, Regina, Sask.; L. Paine, Prince Albert, Sask.; H. K. Durham, Shaunavon, Sask.; G. Miller, Wynyard, Sask.; J. D. McKenzie, Estevan, Sask.

CAN. ADMISSIONS

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crease of 69,637. All other provinces reported an increase in admissions, the largest being British Columbia, where admissions rose 1,193,083.

Due to increased admission prices, especially for Road Show engagements such as "The Robe", boxoffice receipts at theatres rose from \$98,851,349 in 1952 to \$100,889,361 in 1953. Only one province, Ontario, showed a decrease in receipts in 1953, with a drop of \$893,123 being reported for Ontario. Largest increase in admissions was registered by Alberta with receipts in that province rising by \$739,343 over 1952. A peculiar situation exists in the fact that B.C. admissions rose more than 2¾ times the increase reported in Alberta, yet Alberta receipts were reported as rising by \$61,000 more than the increase for British Columbia.

In addition to the regular standard theatre, the DBS report showed receipts of \$5,862,920 from 174 drive-ins in 1953, compared with \$4,409,426 from 104 drive-ins in 1952. This is an increase of \$1,453,494 for 1953, and an increase in drive-in theatres of 70 over the previous year.

MARITIME MEET

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at the "Paramount" when "White Christmas" was screened Tuesday evening at 11.30 o'clock. Mr. Win Barron, Paramount executive from Toronto, made the introductory remarks. Previous to that cocktail parties were held by General Theatre Supply Company and Dominion Sound Equipments Limited. The Canadian Picture Pioneers met on Wednesday evening in one of the salons of the Admiral Beatty Hotel and meetings of the Allied Exhibitors also took place all day Wednesday with a luncheon being held at one o'clock — prior to which Perkins Electric Company were hosts at a cocktail party.

FAMOUS BUILDING

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feet and a depth of 135 feet. Final details were worked out recently between Parnell and Sons, owners of the Capitol and Crescent Theatres, and J. J. Fitzgibbons, president of Famous Players Canadian Corporation. With Mr. Fitzgibbons were R. W. Bolstad, vice-president; John Ferguson, district manager for the prairie provinces; Robert Eves, west division manager, and J. J. Fitzgibbons, Jr., president of Theatre Confections Ltd.

COLUMBIA PROFITS

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equalled \$4.41 based on 757,843 shares outstanding, compared with \$.90 cents the previous year.

As a result of the tremendous increase in profits, the Board of Directors at a meeting held Tuesday, October 5th, declared a dividend of \$1.00 in cash on its Common Stock and Voting Trust Certificates for Common Stock, payable Nov. 3, 1954 to stockholders of record October 19th, 1954, plus a 5% stock dividend payable in Common Stock on Dec. 7th, 1954, to stockholders of record October 19th, 1954. Cash will be paid where fractional shares of Common Stock are due.

Based on current market price for the Common Stock, approximately \$33 per share, the dividend declared, cash and stock, equals approximately \$2.65 per share, in comparison with a twenty-five cent dividend paid last year.

Sensational earnings of the motion picture, "From Here To Eternity" was a prime factor in the spectacular profit rise for Columbia Pictures last year. With "The Caine Mutiny" and "On The Waterfront" currently in release and doing equally spectacular business, plus the company's first CinemaScope production, "The Long Grey Line" scheduled for release at the beginning of the new year, Columbia should be headed for an even more profitable year than the record-breaking 1953-54 period.

Barefoot Contessa With Perspecta Sound

United Artists' "Barefoot Contessa" starring Ava Gardner and Humphrey Bogart, and which made its bow in New York at the Capitol Theatre last week, is the first film to come from UA, bearing a Perspecta Sound signal optical track.

The use or lack of use of Perspecta Sound with its features has nothing to do with company policy, a UA executive stated, declaring that what kind of sound a picture will contain is a decision to be made by the producer and his associates.

There will be no degree of consistency, the executive declared, since, some will have Perspecta Sound, some CinemaScope films might have magnetic tracks and some regular films might have just a plain optical sound track.

Across the Country

Toronto and District

Toronto exhibitors are not the only ones to be hounded by night prowlers who generally cause more property damage than loss of cash. In Eastern Ontario, the Piccadilly Theatre at Williamsburg and the Winchester Theatre, Winchester, had recent break-ins without arrests. On two successive nights, Oct. 4 and 5, the Cartier Theatre in Hull, Que., had burglaries of minor nature.

Odeon headoffice executives, headed by General Manager Dave Griesdorf, travelled to Montreal for the second regional conference of managers this year which was held October 4-5 at the Ritz-Carlton. The meeting was featured by the prize presentations for the 1954 Odeon Big Show Campaign, the Montreal winners including Art Bahen, Quebec District supervisor, Manager Jacques Martin and Assistant Manager G. Drouin of the Mercier Theatre. Martin was a winner last year, too.

New members of the Motion Picture Theatres Association of Ontario have been announced by Arch H. Jolley, executive secretary, as follows: Jack Cohen, Skylark Drive-In, Sault Ste. Marie, and Fred J. Campbell, Plaza Theatre, Tilbury.

The Windsor, Ont., Film Society is giving its third series of Sunday evening club performances which are not staged in a theatre but at the Prince Edward Hotel. The season opened October 3 with a program consisting of the French picture, "The Baker's Wife," and the NFB short "Neighbors."

Manager Wilf Larose of the Palace Theatre, St. Catharines, had a nice tie-in for the engagement of "New Faces" in CinemaScope, commencing October 4, with Cavers Bros. music store, the latter using displays and special advertising for song recordings of Eartha Kitt, unique star of the picture.

Maritimes

A theatre at Bedford, Nova Scotia, — about six miles from Halifax, owned by Mr. William A. Purcell, was destroyed by fire of undetermined origin last week, causing damage estimated at \$70,000. The theatre was empty at the time. Firemen from the Bedford Fire Department and the Bedford Naval Magazine fought the blaze for three hours before bringing it under control.

A party of Famous Players' executives including Messrs. J. J. Fitzgibbons, R. W. Bolstad, Morris Stein, J. McDonough, Halifax, Maritime Provinces district manager, J. J. Fitzgibbons, Jr., representing Theatre Confections Ltd. and Mr. Norman Rae, Montreal Branch Manager for Theatre Confections Ltd., visited Saint John this week. Mr. Fitzgibbons and his party had several reasons for visiting Saint John and other points in the Maritime Provinces — to look over the company's properties, meet the firm's partners, and associates, and discuss with them the prospects of the film industry. We also inducted two Saint John employees, J. J. Fitzgerald of the "Capitol" staff, and W. J. Chase of the "Paramount" staff into the Famous Players' "25 Year Club" at a dinner at the Admiral Beatty Hotel. Four other long-time employees from Nova Scotia were also inducted. All received jewelled pins and engraved wrist-watches. Their wives were presented engraved compacts for "sacrificing so many hours of their husbands' time."

Prairies

Grand Theatre in Regina, the only one in the city with a coffee bar, has extended its facilities with the addition of another such unit on the opposite side of the foyer, to accommodate sixteen persons. The coffee bar, open from 8.30 a.m. to 10.30 p.m., Monday to Saturday, is managed by Rubie Westvelt. The Grand's original coffee bar proved so popular that tables had to be set up in the theatre lobby during rush hours. Space at one time occupied by a barber shop, and later a gift shop, has been utilized.

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COPLAN

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tries Co. Ltd., as Managing Director.

The announcement from CFIC also stated that Mr. Coplan had become a Managing Director of Film Laboratories of Canada Ltd. and Audio Pictures Ltd., associated companies under the presidency of Arthur Gottlieb.

Before returning to Canada to take over his new post, Mr. Coplan was Managing Director of International Film Distributors Ltd. in the United Kingdom.

W. Herbert Chairs Awards Mgmt. Group

Walter Herbert will again head the management committee of Canadian Film Awards. Herbert was elected at a meeting of the management committee, which also laid plans for the seventh annual competition.

Keep Your Eyes On

JACK LABOW

The announcement naming Jack Labow as Canadian General Manager for RKO came as no surprise to those people who had followed his rapid advancement in the film industry.

A short seven years ago, Sept. 1947, and as a student-salesman for RKO in Winnipeg was the beginning of Jack Labow's rise to top man in one of our major distribution companies.

Starting with RKO Jack quickly advanced from position to position, always within the ranks of the RKO organization in Canada. The policy of RKO to promote from within its own ranks has borne full fruit in Jack Labow's experience. From Winnipeg Jack came to Toronto as salesman in March, 1948, became branch manager for RKO in July 1949 and the company's Canadian general manager in February, 1954.

Proud of his young and vigorous organization and backed with the selling of Pinocchio and French Line which broke with all previous precedent, Jack's Canadian RKO division set a new record in a recently completed sales drive. Along with all RKO divisions the Canadian organization is now in the midst of a 20-week 'sales incentive' drive.

Jack was born in Winnipeg in 1915. His pretty wife, Marjorie, two girls and a boy round out his personal organization.



TOAST OF THE COAST!

Wherever you go in Hollywood today you'll hear them say: "THE HOTTEST LOT IS M-G-M!" Here's an "On-The-Scene" Report for the Exhibitors of America!

BIGGER AND MORE!

M-G-M's got the pictures! We'll tell you about a few of them here. Current, coming and in production, M-G-M attractions are leading the way in the industry upbeat. Bigger productions and more of them is the keynote as the World's Largest Studio works day and night to bring you Big Money Shows!

"DEEP IN MY HEART" (Color)

From its first sneak Preview, the word spread like wild-fire that Leo's big new musical is something to ROAR about. Sigmund Romberg's life and songs come to the screen truly as "The Musical With A Heart" with 22 Romberg song hits from 11 of his greatest operettas presented by the most imposing roster of star entertainers ever. Jose Ferrer superb as Romberg; Merle Oberon at her best as Dorothy Donnelly; songstar Helen Traubel one of the world's great entertainers. (See balance of great cast below.) Producer Roger Edens. Director Stanley Donen. Screen play by Leonard Spigelgass.

Plus: Doe Avedon, Tamara Toumanova, Paul Stewart, Isobel Elsom, William Olvis, James Mitchell. And Guest Stars: Walter Pidgeon, Paul Henreid, Rosemary Clooney, Gene and Fred Kelly, Jane Powell, Vic Damone, Ann Miller, Cyd Charisse, Howard Keel, Tony Martin. *From the book by Elliott Arnold. Print by Technicolor.*

"BEAU BRUMMELL" (Color)

Says Film Daily: "One of the most read about movies in years. A 'feud' between cities as to which has the best dressed and most chivalrous men is snowballing around the country." One city after another protests that they have the leading "Beau Brummells." 500 newspapers published the Associated Press story of Washington, D. C.'s challenge (*White House Beau Brummells Eisenhower and Nixon*). Just part of the promotion for a terrific picture. A magnificent spectacle in color, a powerful love story starring Stewart Granger, Elizabeth Taylor, Peter Ustinov with Robert Morley. Producer, Sam Zimbalist. Director, Curtis Bernhardt. Screenplay by Karl Tunberg. *Based on the play written for Richard Mansfield by Clyde Fitch. Print by Technicolor.*

"JUPITER'S DARLING" (CinemaScope—Color)

Eye-filling spectacle, screen magic on a gigantic scale, comedy, wonderful satire, great song numbers. Dazzling scenes: Hannibal's army crossing the Alps with his elephant cavalry; the clash of armies in the attack on Rome; Roman statues coming to life for an underwater spectacle; Dance of the Elephants; and many more. Top cast: Esther Williams, Howard Keel, Marge and Gower Champion, George Sanders, Richard Haydn, William Demarest and hundreds more. A beautiful Roman girl diverts Hannibal from his assault on Rome and falls in love thereby. Producer George Wells. Director George Sidney. Screenplay by Dorothy Kingsley. Yes, the coming darling of the screen, eye-filling in its CinemaScope and Color magnitude, is "JUPITER'S DARLING."

Based on the play "Road To Rome" by Robert E. Sherwood. Choreography by Hermes Pan. Songs by Burton Lane, Harold Adamson.

"THE LAST TIME I SAW PARIS"

(Technicolor)

A wonderful ticket-selling title. A real love story, heart-stabbing, compelling, absorbing. They meet in the chaos of V-E Day celebration in Paris. She gives him a fleeting but passionate kiss. They find each

other again and marry after a mad courtship. Engulfed by the social whirl, the drinking, the flirting, tragedy strikes. But an irresistible compulsion brings back the strayed lover to the scene of his first flaming meeting. Starring Elizabeth Taylor, Van Johnson, Walter Pidgeon, Donna Reed with Eva Gabor, Kurt Kasznar. Producer Jack Cummings. Director Richard Brooks. Screenplay by Julius J. and Philip G. Epstein and Richard Brooks, based on a story by F. Scott Fitzgerald. A screen masterpiece filmed in magnificent Technicolor in real Parisian locations.

"BAD DAY AT BLACK ROCK"

(CinemaScope—Color)

Spine-tingling suspense, the kind that makes movie hits, takes place amidst a brooding row of houses in a tiny desert town (especially constructed near Lone Pine, Cal.). Virtually every one of its handful of citizens is involved in a murder during a brutal outburst of mob violence. Four years later a stranger arrives. What happens is something for the goose-pimples. Great Cast: Spencer Tracy, Robert Ryan and Anne Francis, Dean Jagger, Walter Brennan, John Ericson, Ernest Borgnine, Lee Marvin, Russell Collins. Producer Dore Schary. Director John Sturges. Screenplay by Millard Kaufman. CinemaScope and Color give bigness to a big theme. *Adaptation by Don McGuire based on a story by Howard Breslin.*

"THE GLASS SLIPPER" (Color)

As beloved "Lili" continues to enchant New York after a year and a half, the same star, producer, director and writer (who did ballet librettos, lyrics and screenplay) have collaborated on a new triumph. Appealing Leslie Caron, Edwin H. Knopf, Charles Walters, Helen Deutsch have done it again—aided by co-star Michael Wilding with Keenan Wynn, Elsa Lanchester, Barry Jones, plus the work of dance-genius Roland Petit featuring his world-famed Ballet de Paris. Leslie Caron is utterly adorable as the lonely scullery maid who overcomes untold obstacles of poverty and mistreatment and the competition of the favored girls to win the prize catch! Drama and dance and delicious humor, sadness and sigh-inducing romance to the music of Bronislau Kaper will keep audiences enthralled and uplifted.

"ATHENA" (Color)

Aptly described as "The Nature Girl With The Body Beautiful," "ATHENA" is a refreshingly different kind of musical comedy enacted by a group of effervescent personalities who keep things fast-paced: Jane Powell, Edmund Purdom, Debbie Reynolds, Vic Damone, Louis Calhern with Linda Christian, Evelyn Varden, Ray Collins. Written by William Ludwig and Leonard Spigelgass. Produced by Joe Pasternak. Directed by Richard Thorpe. Print by Technicolor. Athena is one of seven daughters of a faddist colony and into this setting comes a pompous young lawyer who soon learns uninhibited and primitive ways of life and love. Beautiful nature girls, hilarious activities of the faddist colony, add up to an appealing love story, an attraction for young and old. *Songs by Hugh Martin and Ralph Blane.*

"THE PRODIGAL" (CinemaScope—Color)

One of the great film spectacles of all time. Lana Turner is the pagan beauty. Edmund Purdom is the prodigal son. Co-starring Louis Calhern with Audrey Dalton, James Mitchell, Neville Brand, Walter Hampden, Taina Elg, Francis L. Sullivan, Joseph Wiseman, Sandra Descher. Breathtaking scenes: Heathen Temples of the ancient Idol-Gods, Baal and Astarte; the teeming streets of Damascus and all the fabulous settings that occupy more than 400,000 square feet outdoors and four of the world's largest indoor stages. There are 18 speaking parts and in its spectacular scenes 4,000 extras are employed. Producer Charles Schnee. Director Richard Thorpe. Screenplay by Maurice Zimm. Prepare for a CinemaScope and Color attraction beyond your wildest imagination. *Adaptation from the Bible story by Joe Breen, Jr. and Samuel James Larsen.*

IN PRODUCTION!

"HIT THE DECK" (CinemaScope-Color) — Not since "Anchors Aweigh" such rollicking entertainment. Three sailors on the loose in 'Frisco meet a night club singer, an actress and the Admiral's daughter. Starring Jane Powell, Tony Martin, Debbie Reynolds, Walter Pidgeon, Vic Damone, Gene Raymond, Ann Miller, Russ Tamblyn with Kay Armen, J. Carrol Naish, Richard Anderson, Jane Darwell. Screenplay by Sonya Levien and William Ludwig, based on the musical play "Hit The Deck" by Herbert Fields, presented on the stage by Vincent Youmans from "Shore Leave" by Hubert Osborne. Joe Pasternak, producer. Roy Rowland, director. 14 top songs from the master, Vincent Youmans. Lyrics by Leo Robin, Clifford Grey and Irving Caesar, choreography by Hermes Pan.

"MOONFLEET" (CinemaScope-Color)—Great story of daring exploits with its background of rugged English Coast and its story of a young boy and the man he idolizes, a brooding adventure in a strangely contrasting triangle of exotic women. The cast: Stewart Granger, Viveca Lindfors, George Sanders, Joan Greenwood with Jon Whiteley, Melville Cooper. Screenplay by Jan Lustig and Margaret Fitts based on the novel by J. Meade Falkner. Producer John Houseman. Director Fritz Lang.

"IT'S ALWAYS FAIR WEATHER" (CinemaScope-Color) — Another Big musical under way. Gene Kelly, Dan Dailey, Cyd Charisse, Dolores Gray and Michael Kidd. Producer Arthur Freed. Directed by Gene Kelly and Stanley Donen. Written by Betty Comden and Adolph Green.

"INTERRUPTED MELODY" (CinemaScope-Color) — Curtis Bernhardt, director, and Jack Cummings, producer, are making a picture with the promise of "The Great Caruso." It is based on the dramatic life story of Marjorie Lawrence, opera star, who overcame disaster at the height of her career. Starring Glenn Ford, Eleanor Parker with Roger Moore and Cecil Kellaway. Written by William Ludwig and Sonya Levien.

In the Cutting Rooms: "GREEN FIRE" (CinemaScope-Color) — High adventure in the quest for an emerald mine. Filmed in South America, it stars Stewart Granger, Grace Kelly, Paul Douglas, John Ericson with Murvyn Vye and hundreds of others. Andrew Marton, director. Armand Deutsch, producer. Written for the screen by Ivan Goff and Ben Roberts. "MANY RIVERS TO CROSS" (CinemaScope-Color) — Fast-moving action picture rich with laughter, romance, suspense. Colorful background of pioneer America. Starring Robert Taylor and Eleanor Parker with Victor McLaglen, Russ Tamblyn, Jeff Richards, James Arness. Producer, Jack Cummings. Director, Roy Rowland. Screenplay by Harry Brown and Guy Trosper based on a story by Steve Frazee.

SOMETHING TO REMEMBER: Preparing "BEN-HUR" in the fabulous dimensions of CinemaScope, Color and with Stereophonic Sound!

YOUR FUTURE: Hitch your wagon to the Studio of the Stars!

Astral Films Sets Release Schedule

"The Westerner," Director, William Wyler, with Gary Cooper and Walter Brennan.

"Dead End—Cradle of Crime," Director, William Wyler, with Humphrey Bogart, Joel McCrea, Sylvia Sydney and Claire Trevor. And the Original Dead End Kids.

"Port Of Wickedness," (formerly "Barbary Coast"), Director, Howard Hawks, with Edward G. Robinson, Joel McCrea, Brian Donlevy and Miriam Hopkins.

"Adventures Of Marco Polo," Director, Archie Mayo with Gary Cooper and Sigrid Gurie.

"Nana — A French Coquette," from the novel by Emile Zola with Anna Sten.

"Roaring Timber" (formerly "Come And Get It"), Directors, Howard Hawks and William Wyler, with Joel McCrea and Edward Arnold.

"Cowboy And The Lady," Director, Henry C. Potter with Gary Cooper and Merle Oberon.

"The Frightened Bride," starring Mai Zetterling, with Flora Robson, Dennis Price and Michael Denison and "Noose For A Lady," Dennis Price and Rona Anderson.

"The Sinner" featuring Hildgard Neff and Gustav Frolich which had a six weeks' run in Toronto and is playing currently in four Montreal theatres. "Kept" starring Gustav Frolich star of the Sinner.

"Fabian of Scotland Yard", based on Capt. Fabian, for many years Chief Inspector of Scotland Yard. "The Spy" with Sir Laurence Olivier, Sir Ralph Richardson and Valerie Hobson.

The Korda Technicolor productions "The Thief of Bagdad", "Jungle Book", "Four Feathers", "Over the Moon" and "Divorce of Lady X" all top flight productions. A group of action productions including such pictures as "Pancho Villa Returns" with Leo Carrillo, "Stolen Identity" with

Frances Lederer, "Dead Men Walk", "Mad Monsters" and "Monster Maker".

Among the selected British productions are the Ronald Shiner series consisting of the longest running London stage play "Worms Eye View", "Reluctant Heroes", "Little Big Shot", "Lady Vanishes", Hitchcocks' great production with Margeret Lockwood and Wendy Hillier. The George Formby and Gracie Fields series, "Judgement Deferred" with Hugh Sinclair and John Collins, a dope racket and smuggling story and "Brave Don't Cry", with an all Scottish cast and Britain's entry at the Venice Film Festival.

"Glory At Sea", a story of one of the Lend Lease "tubs" launched at Halifax with Trevor Howard, Sonny Tufts and Joan Rice; "Galloping Major", a laugh a minute comedy with Basil Radford and "Mr. Lord Says No", with Stanley Holoway.

European Studios have contributed a number of great Artkino releases all in Color including the truly great ballerina picture "Trio" with Ulanova in three great Russian Ballets; "Sadko" and "Songs of the Ukraine"; two of the most unusual circus pictures "Ring of Daring" and "Circus Arena" and the ever popular "Life in the Arctic".

MANITOBA

(Continued from Page 1)

be allowed to retain the weekly tax remittances, which is enough to make the difference between profit and loss." the letter from the committee follows.

"You will be happy to know that we have arranged for you to bring about that needed improvement in your financial position, if you, and the other Exhibitors in Manitoba will co-operate in one of the most important rallies in the history of our business.

"After careful deliberation, this Association has decided to press for the elimination of Amusement Tax on all tickets priced at 50c and under. All Theatre Owners of Manitoba will meet with the Honourable Ronald D. Turner, Provincial Treasurer, on Monday, Nov. 1, 1954, at 10:00 A.M. in the Legislature Building to lodge a protest against the present high Amusement Tax.

"It is of utmost importance that every Theatre Owner in the Province, including yourself, be present at this meeting so that the maximum weight will be brought to bear on the Provincial Treasurer.

"We expect that every Theatre Owner will attend this Amusement Tax Rally and have arranged for

them to meet at the Marlborough Hotel, Winnipeg, at 9:15 A.M. for a short discussion before appearing at the Provincial Treasurer's office. Ben Sommers, owner of the State Theatre, Winnipeg, will lead the delegation and act as its spokesman.

"The Manitoba Motion Picture Exhibitors Association, invites you to attend a Luncheon, as their guest, at the Marlborough Hotel at 12:30 immediately following the meeting.

Because we know that all Theatre Owners are vitally interested in the new methods of Screen Presentation, we have been able to arrange with Paramount to hold a Trade Screening of their first VistaVision production, "White Christmas", starring Bing Crosby, Danny Kaye, Rosemary Clooney and Vera-Ellen, at the Uptown Theatre at 2.00 P.M. immediately following the Luncheon.

"Hotel accommodation will be reserved upon request for those exhibitors who, through inconvenient bus or train schedules, find it necessary to come in on Sunday.

"So that we will be able to make adequate arrangements for the Luncheon, will you please sign and return the enclosed card, also indicating on it if you require Sunday hotel reservation.

"All of the Theatre Owners in Manitoba are depending on you, as one of them, to give your personal attention to this matter.

Yours faithfully,

B. K. Beach, Secretary."

Across the Country

(Continued from Page 3)

The Starland Drive-in near Nelson, playing "Magnificent Obsession" broke all records on an eight-day run.

Syd Freedman, manager of the small-seat Studio, reports that "Adventures of Robinson Crusoe" broke the all-time weekend record for the house.

Dick Letts, manager of the FPCC Strand, put over a torch-top campaign on "Susan Slept Here" with plenty of tie-ups in the D-T section, resulting in the house leading the town on grosses.

The Olympia and Fraser, Odeon units, have installed CinemaScope, playing "Garden of Evil" day and date.

John Hamill, formerly with the Odeon at Edmonton, is the new manager at the suburban Marpole, Vancouver, replacing Bob Hardy, who will act as relief manager for five suburban Odeon houses.

British Columbia will have four more holidays from work before the year ends. Three of them have been declared holidays by the B.C. government under the shop regulations. They are Monday, Oct. 11 (Thanksgiving), November 11 (Remembrance Day) and Boxing Day, Dec. 26. In all cases business, industrial and commercial establishments, will be closed.

Don McKenzie, formerly with Perkins Electric in Vancouver, is now supervisor of maintenance of the Western Division of Famous Players, with headquarters in Winnipeg.

Dave Gilfillan on the sick list for the past two years, is back with MGM as assistant booker, replacing Pearl Steele.

Iron Fence Sequel

Having sold his first Toronto-produced 30-minute picture, "The Iron Fence," to RKO-Radio Pictures, Gabriel Szoverty has started work on another featurette, the tentative title being "Themis of the Atlantic," which also deals with an escape from behind the Iron Curtain by a non-Communist group. The marine shots will be Lake Ontario but Marilyn Bell won't be in it.



Vic Nowe, Odeon, Toronto manager and A. Laurie, UA's publicity head stirred up wide attention with the above float for the engagement of "Adventures of Robinson Crusoe."

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"Magnificent Obsession"

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THRU

Empire-Universal Films Limited

Alex Adilman Movie Pioneer Mourned By Film Industry

Alex Adilman, Secretary Treasurer of Consolidated Theatres Ltd., died last Friday, October 1st, in the Ross Pavilion of the Montreal Royal Victoria Hospital.

A native of Winnipeg, Manitoba, Mr. Adilman had been a resident of Montreal since 1918 and was associated with the theatre business for more than 30 years. He was Governor of the Jewish General Hospital, Governor of the Talmud Torah, Governor of the Y.M.H.A. and member of the Montefiore Club.

Surviving are his wife, Rebecca, three brothers, Hiram, Norman and Samuel, all of Montreal, and two sisters, Mrs. F. Druxerman and Mrs. T. Presner.

The funeral took place on Sunday at Paperman & Sons. The pallbearers were Mr. J. Arthur Hirsch, President and General Manager of Consolidated Theatres; Mr. William Elman, Executive, Consolidated Theatres Ltd.; Mr. H. Masters, General Manager of Warner Bros. Pictures in Canada; Louis Rosenfeld, President of Columbia Pictures in Canada; Lester Adilman, Dave Druxerman, Nathan Druxerman and Lawrence Druxerman, nephews of the deceased, Al Seltzer and Milton Goldstein.

The services were conducted by Rabbi Wilfred Shuchat assisted by Cantor Gisser.

Many Montreal and out-of-town motion picture executives and people from all walks of life were present to pay their last respects.

The burial took place in the Shaar Zion Cemetery.

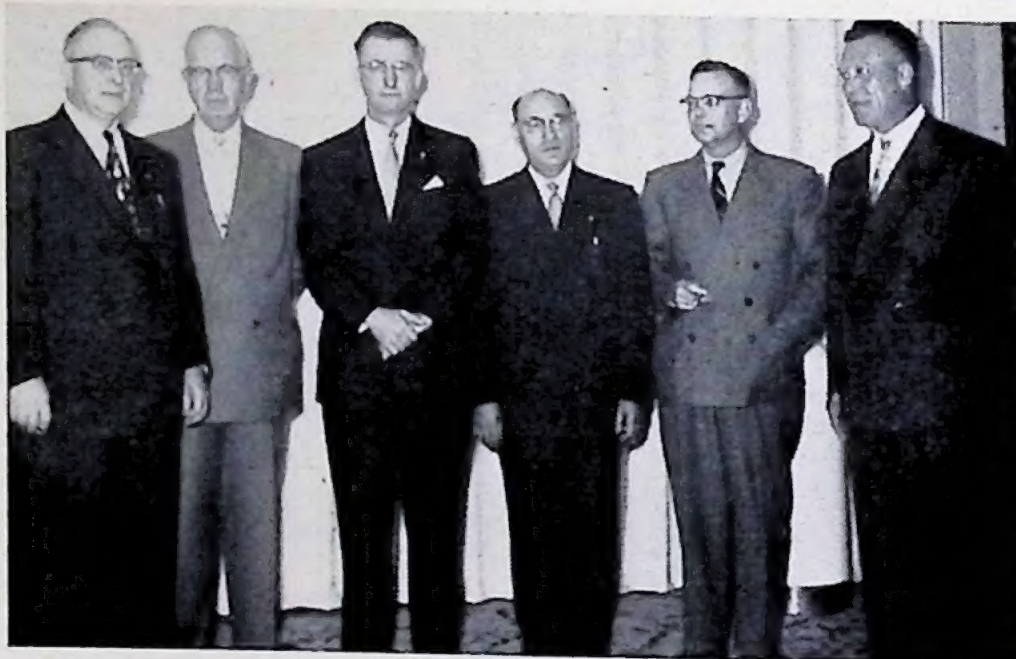
S. Morgan-Powell, retired Literary and Dramatic Editor of the Montreal Star, whose career in Montreal spanned Mr. Adilman's, paid the following tribute to an old friend, parts of which we quote:

"The death of Alex Adilman, who was for thirty years secretary-treasurer of Consolidated Theatres, Ltd., removes a figure who has played a vital part unobtrusively, but of considerable importance, in the development of the motion picture industry in Montreal and district.

"His interests, however, were not confined to the film industry alone. He had a keen appreciation of the drama as an important factor in public entertainment. He was an inveterate first-nighter at Her Majesty's Theatre and his shrewd comments on both plays and players were not only a source of additional entertainment to his friends, but also revealed considerable critical acumen because he was able to bring to bear upon the

consideration of a performance not only the viewpoint of the average intelligent theatregoer, but also a penetrating faculty which went behind the footlights.

"His many friends will deeply regret his passing, for he was a man who took his friendships seriously and his loyalty was unshakable. His generosity was widespread, not only in private life but in the theatrical world. His place will not be easy to fill."



The Executive of the Saskatchewan Exhibitors Association—W. Winterton, Saskatoon, Sask., President; J. Lundholm, Swift Current, Sask., 2nd Vice President; His Worship, Mayor Hammond of Regina; I. Reinhorn, Regina, Sask., Secretary-Treasurer; J. D. McKenzie, Estevan, Sask., 1st Vice-President and S. Gunn, Winnipeg, Man.

TORONTO MOTION PICTURE INDUSTRY BASEBALL TROPHY LUNCHEON



Presentation of cheque to Gus Ryder by James Sturgess, president, I.A.T.S.E.



Percy Cox, President, Motion Picture Softball League, presenting trophy to Russ Moffat (FPCC), most valuable player.

NFB Shooting Film On Acadian History

The National Film Board is shooting a film based on the historic struggle of residents of the Memramcook Valley against the sea.

The film will not be in technical vein, according to Leonard Forest, assistant director of the production. It will be a "man against the sea" story in human and dramatic terms.

The picture will show the customs and ways of life of the descendants of the Acadians, with a historic reflection on the maintenance of the dikes since the first were built 300 years ago.

TV Discussed By J. J. Fitzgibbons

The advent of television in Canada has not decreased attendance at motion pictures, according to J. J. Fitzgibbons, Toronto, president of Famous Players Canadian Corporation.

"Within a few months of owning a television set, the novelty wears off and people want to get back among other people for their entertainment," he said in a Regina interview. "While TV is an important medium, it cannot possibly produce the same dramatic impact on a 20-inch screen as movies with CinemaScope or VistaVision."

The atmosphere within a theatre has a better psychological effect on patrons wanting entertainment than they could possibly obtain in their homes, he said. In the home there are too many distractions.

Briskin Resigns

Murray Briskin, assistant to Arthur Gottlieb, president of Audio Pictures Ltd., and recently announced as General Sales Manager of that company, has announced his resignation from Audio, effective as of October 15. Mr. Briskin has been with Audio for about two and a half years.

Mr. Exhibitor

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Ken Wells (Theatre Confections Limited) presenting Trophy to Jerry Stone of Warner Bros., top batter.



Harry Imperial, International Film Distributors, receives winning trophy from R. J. Eves, FPCC Western Division mgr.



By MAX CHIC

WOMPI denoting Women of the Motion Picture Industry, will become a familiar abbreviation in the pages of the **Digest** if the enthusiastic plans now shaping up to form a club in Toronto take place... prime movers in the club's formation are **Anne Kaplan** of the **Paramount** office and **Glad Rowsley** of the **UA** office... **George Altman** still going strong in his one man campaign for **Variety Village**... his latest offering was \$600 from his never-ending scrap campaign.

Charles S. Chaplin attending home office meetings to spark the release of **UA's** new winner "The Barefoot Contessa"... trade reports in the **USA** have **John Davis** coming to these parts in November... **Stan Helleur** blew into town last week to study possibility of having a mat service for newspapers publicizing **NFB** activities... **Jack Roher** has a baby girl, his second.

Principal Investments had a preview opening of its **Golden Mile Theatre** on October 13... **Martin Simpson** pulled a good one that attracted mobs around the Downtown theatre all last week... the gimmick, live monkeys, four of them cavorting in the **Yonge St.** window of his theatre... **JARO's** "The Seekers" will have its North American Premiere at **Odeon's** Danforth, Fairlawn, Humber, Colony and at a downtown theatre.

Paramount will have color stills for all its **VistaVision** films, starting with "White Christmas"... the first picture produced in **VV** will have its world premiere at **Radio City Music Hall**, Thursday, Oct. 14... **Joe MacPherson**, formerly with **JARO**, has joined **Sovereign Films** and moved out to **Winnipeg**... the **Royal George** theatre, Toronto has been put up for sale, a 456-seater on **St. Clair West**, it has been offered as a theatre, community centre, household furnishings and automobile store.

The Main Event Of The Week... **Mavety** trucks which travel to many parts of Ontario as well as every byway of Toronto's metropolitan area, will be bannered this week with "Let's Go To The Movies."

THE SEA CHASE

Lana Turner on loan from **MGM** for feature role in Warner's "The Sea Chase."

Ed Grainger Has Independent Company

Edmund Grainger, who has produced pictures under the **RKO** banner for the last four years, has announced that he will go into independent production in January. His company will be incorporated as **Edmund Grainger Productions, Inc.**, and plans call for an initial program of ten features to be made at the rate of two a year.

The first undertaking will be an adaptation of the **James Street** novel, "Oh Promised Land." The producer says he will negotiate with **Alan Ladd** to star.

Mr. Grainger also intends to attempt to maintain his relationship with **RKO** in negotiating with **James R. Grainger**, his father, who is president of **RKO Radio Pictures Corporation**, and **C. J. Tevlin**, vice president in charge of studio operations for production and distribution facilities.

Cooper Forms Co.

Gary Cooper is planning to branch out into business for himself and has formed **Baroda Productions, Inc.**, to make pictures. It is said the company intends to produce "several" films and that **Mr. Cooper** will appear in some of them.

SHOPPING CENTRE

(Continued from Page 1)

most modern theatre.

Among the many innovations installed for greater customer convenience are a new wide screen and projection equipment, suitable for **CinemaScope** presentations; comfortable air-foam seats, scientific air conditioning, smoking loges, spacious lounges, modern refreshment bar and special hearing aids.

A unique advantage is free flood-lite parking for thousands of cars on the paved shopping centre parking lot.

The **Golden Mile Theatre** is the first theatre integrated into a shopping centre in Canada. It is the intention to operate the theatre in conjunction with the shopping centre and special attention has been given to complete children's programs.

Under today's conditions, the opening of a new, suburban theatre in Canada's largest shopping centre, is a most encouraging and unusual experiment.

GENTLEMEN MARRY BRUNETTES

U-A announces "Gentlemen Marry Brunettes" as their first starrer for **Jane Russell**. This lavish **CinemaScope** musical co-stars **Jeanne Crain**.



Sterling Hayden set by **Republic** to star in the title role of "The Admiral Hoskins Story," Navy epic which is now in production with **Alexis Smith** and **Dean Jagger**... **Frank P. Rosenberg** signs producer's contract with **Warner Bros.**, first assignment to be "Miracle in the Rain"... **Martha Scott** joins **Humphrey Bogart** and **Fredric March** in the cast of **Paramount's** "The Desperate Hours"... **Columbia** shooting background scenes for "My Sister Eileen," in **New York City**... World premiere for 20th-Fox musical "Carmen Jones" at the **New York Rivoli Theatre**, October 28th, produced and directed by **Otto Preminger**... Opening day gross for the **United Artists** feature "The Barefoot Contessa," starring **Humphrey Bogart** and **Ava Gardner**, matches the take of "Moulin Rouge"... **Director John Ford** signs **Betsy Palmer** for leading role opposite **Henry Fonda** in the **WarnerColor - CinemaScope** production "Mister Roberts" which is now on location in **Honolulu**, a **Warner** release... **Paramount** going all-out with big promotional campaign for their first **VistaVision** film, **Irving Berlin's** "White Christmas"... **Walter Mirisch** announces that three films will go into production for **Allied Artists** in October, "High Society," **Bowery Boys** comedy, the **Richard Conte** starrer "Sweet Charity," and "Tonight is Forever"... **Sir Alexander Korda** makes deal with 20th Fox to produce "The Deep Blue Sea" in **England**, film to be shot in **CinemaScope** and will feature **Vivien Leigh**, direction by **Anatole Litvak**... **MGM** gives "Green Mansions" the go sign, preparations now being made for a January shooting date... **Alan Hale Jr.** reports for his role in **Warners'** "The Sea Chase" after completing "Young at Heart"... **Esther Williams** set for new **MGM** starring vehicle, "Body Beauty," story of Olympics diving champion who barnstorms Europe, to be produced by **Joe Pasternak**... **Republic** signs **Valentina Cortese** to join cast of "Magic Fire," cast already includes **Yvonne de Carlo**.



Trans-Canada



USE THIS INFORMATION AS YOUR GUIDE ON RELEASE DATES

TORONTO

IMPERIAL
Third week. The Egyptian (20th-Fox) C'Scope and De Luxe Color with Jean Simmons and Victor Mature.

SHEA'S & NORTOWN
The Caine Mutiny (Col.) Technicolor with Humphrey Bogart.

UNIVERSITY
Dragnet (WB) WarnerColor with Jack Webb.

ODEON
Rogue Cop (MGM) with Robert Taylor and Janet Leigh.

LOEW'S
Apache (UA) Tech. with Burt Lancaster.

HYLAND & CHRISTIE
Sixth week. Doctor in the House (JARO) Technicolor with Dirk Bogarde.

INTERNATIONAL CINEMA
Pickwick Papers (IFD) with Hermione Gingold.

AVENUE
Tit-Coq (Cardinal) with Gratiem Gelinas (Fridolin).

DOWNTOWN
Silver Lode (RKO) and Jungle Gents (AA).

MONTREAL

CAPITOL
Third week. Magnificent Obsession (E-U) Technicolor with Jane Wyman.

LOEW'S
The Caine Mutiny (Col.) Technicolor with Humphrey Bogart.

PALACE
Second week. Demetrius And The Gladiators (Fox) C'Scope & Tech. with Victor Mature.

PRINCESS
Suddenly (UA) with Frank Sinatra.

ORPHEUM
A Bullet Is Waiting (Col.) Tech. with Jean Simmons.

KENT

Seventh week. The Living Desert (RKO) Tech.

AVENUE
Second week. The Belles Of St. Trinian's (IFD) with Alastair Sim.

VANCOUVER

CAPITOL
Seven Brides for Seven Brothers (MGM) C'Scope and Color with Jane Powell.

ORPHEUM
Broken Lance (20th-Fox) C'Scope and Color by DeLuxe, with Spencer Tracy.

VOGUE
Second week. Magnificent Obsession (E-U) Technicolor with Jane Wyman.

STUDIO
Held over. Adventures of Robinson Crusoe (UA) Pathecolor.

DUNBAR
Held over. Doctor in the House (JARO) Technicolor with Dirk Bogarde.

PLAZA, PARK, PARADISE
Apache (UA) Technicolor with Burt Lancaster and Jean Peters.

WINNIPEG

CAPITOL
The Egyptian (20th-Fox) C'Scope and De Luxe Color with Jean Simmons.

LYCEUM
Prisoner of War (MGM) with Ronald Reagan.

MET
Dragnet (WB) WarnerColor with Jack Webb.

ODEON
Magnificent Obsession (E-U) Technicolor with Jane Wyman.

GAIETY
Sabrina (Para.) with Humphrey Bogart.

GARRICK
The High and the Mighty (WB) C'Scope and WarnerColor with John Wayne.

GREAT REVIEWS!

"Should parlay its adventure theme into a hefty box office."—VARIETY

"A really fine film that will appeal to a wide audience."—M. P. DAILY

"Impressive... colorful... able and tasteful interpretation of the Defoe classic."—FILM DAILY

"Well done! Angles are legion for adroit showmen."—BOXOFFICE

GIANT BOXOFFICE!

SENSATIONAL at Orpheum, Montreal, first week equalled house record!

OUTSTANDING at Esquire, Brantford!

WONDERFUL at Little Elgin, Ottawa!

TREMENDOUS at Odeon, Victoria!

VERY STRONG in 3rd week Studio, Vancouver!

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DANIEL
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ADVENTURES OF ROBINSON CRUSOE

Starring **DAN O'HERLIHY** • with **JAMES FERNANDEZ** (as Friday)

Produced by **OSCAR DANCIGERS** • Assoc. **HENRY EHRLICH** • Directed by **LUIS BUNUEL**

Adapted for the Screen by **Phillip Roll** and **Luis Bunuel** • Presented by **TEPEYAC Prod. Inc.**

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